

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
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October 18, 1996

RJR Account #154180

Mr. J. Derigo

DERIGO SALES

**DECEMBER DORAL B2G1F / PROMOTION #601794**

Dear John:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 60 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-22268	4	12300-16612	1
Light 100	12300-22264	4	12300-15212	1

Product / Premium Arrival:

**November 18, 1996**

Ship Date to Retail:

**Week of: November 25, 1996**

SKU CUBE:

**1.0400**

SKU WT (w/o Product):

**4.0000 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**4 Savings Cartons**

EFT \$ Amount:

**\$1,396.70**

Non-EFT \$ Amount:

**\$N/A**

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B2G1F  
DERIGO SALES

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

***SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE  
ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$112.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: C. Alessandra

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DECDOR.DOC

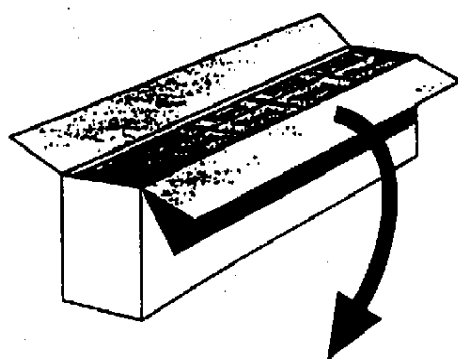
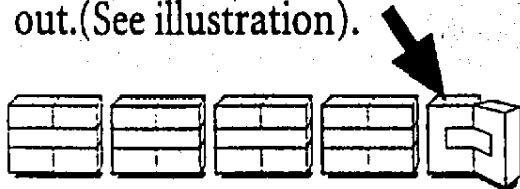
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# WHOLESALE PACKING INSTRUCTIONS

## VALUE-ADDED PROMOTIONS —4TH QTR. '96

### December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains  
Five Prebanded 2-Pack  
B1G1F DORAL offers.  
Four offers are banded side-  
by-side. The fifth offer folds  
out. (See illustration).



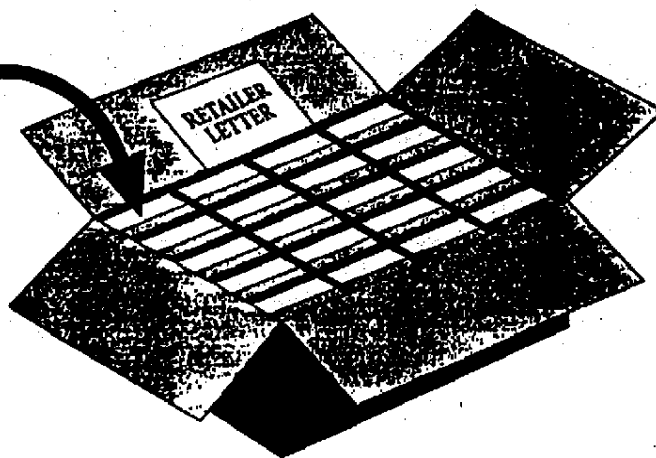
B1G1F  
Pre-Banded Offer



"Live" Pack

#### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



Item: #515990

Description: DORAL B2G1F Sleeve Kit

Brand Style	FF Kg	Lt 100				
Number of Cartons	2	2				

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WHOLESALE: 154180 DERIGO SALES, INC

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F

BRAND STYLES: FF / FF 100 / LT / LT 100

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
LIE0897	128682	1626 01	MIKE REXFORD SERVICE	1940 NIAGARA FALLS B	TONAWANDA	NY		A 12	124
	128934	1626 01	KENYON #778/DYNAMASH	2905 MAIN ST	NEWPANE	NY	1895-00-00	A 00	69
	311007	1626 01	LIER'S DELI	897 TONAWANDA ST	BUFFALO	NY		A 24	158
	317286	1626 01	LINCOLN PK. PHRM. 4328	540 NIA. FALLS BLVD.	BUFFALO	NY		A 12	112
	396875	1626 01	BILLS DEL	32 ALLEN ST	BUFFALO	NY		A 12	103
	396895	1626 01	HOLLY FARMS MARKET	233 - 235 ALLEN ST.	BUFFALO	NY		A 24	150
	397310	1626 01	HERTEL NEWS	1416 HERTEL AVE	BUFFALO	NY		A 12	61
	398087	1626 01	7-11 16725	437 DAVISON RD	LOCKPORT	NY	0001-04-02	A 12	132
	398665	1626 01	CFM #33-015	3030 SWEET-HOME RD	AMHERST	NY	0990-00-00	A 12	110
	398795	1626 01	B&B CIGAR STORE	2006 MAIN ST	NIAGARA FALLS	NY		A 12	80
SAD0089	496766	1626 01	ALLENTOWN FOOD SHOPE	76 ELMWOOD AVE	BUFFALO	NY		A 24	108
	497268	1626 01	STOP N GAS #11	8811 NIAGARA FALLS BLVD	NIAGARA FALLS	NY	1260-00-00	A 00	
	574995	1626 01	QUICK CHECK FOOD MRT	2580 ELMWOOD AVE	BUFFALO	NY		A 12	109
	576389	1626 01	FAMILY CORNER STORE	380 CONNECTICUT ST	BUFFALO	NY		A 12	125
	597977	1626 01	ZIPPS FOOD & BEV.	896 NIAGARA ST	BUFFALO	NY		A 12	150
	658852	1626 01	COLVIN-CONVENIENT	630 COLVIN AVE	BUFFALO	NY		A 12	116
	691528	1626 01	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY		A 12	98
	738580	1626 01	SHERIDAN CONV. MART	1066 SHERIDAN DR	TONAWANDA	NY		A 12	144
	765413	1626 01	SADO GAS #7	4004 LAKE AVE	LOCKPORT	NY	1260-00-00	A 00	70
	809737	1626 01	PRICE RITE MARKET	324-26 W. DELEVAN	BUFFALO	NY		A 12	120
PRI0326	396913	1626 02	DEXTER DRUG	1453 JEFFERSON AVE	BUFFALO	NY		A 12	177
	397117	1626 02	PIKE'S PEAK DELI	1318 FILLMORE AVE	BUFFALO	NY		A 12	93
	398017	1626 02	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY		A 12	100
	467548	1626 02	FOOD PLUS	414 E AMHERST ST	BUFFALO	NY		A 12	100
	525296	1626 02	ARTS MOBIL #08435	2633 GENESEE ST	BUFFALO	NY		A 24	127
	574029	1626 02	FIRST STOP	1445 E DELAVAN AVE	BUFFALO	NY		A 12	80
	615954	1626 02	RIGHT PRICE MARKET	1351 KENSINGTON AVE	BUFFALO	NY		A 12	75
	634670	1626 02	APLUS MINI MART(F)	4401 UNION ROAD	CHEEKTOWAGA	NY	0362-01-02	A 24	83
	660888	1626 02	WE NEVER CLOSE	1054 ELMWOOD AVE	BUFFALO	NY		A 04	188
	672361	1626 02	EAGLE EXPRESS SHOPS	5380 GENESEE ST	BOWMANVILLE	NY		A 12	113
CHA0104	674960	1626 02	CONVENIENT FOOD	364 EGGERT RD	BUFFALO	NY		A 12	26
	705604	1626 02	IMPERIAL FOOD MKT	3039 BAILEY AVE	BUFFALO	NY		A 12	109
	705606	1626 02	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY		A 12	106
	715443	1626 02	SHOP EXPRESS FOOD	1 MARINE DR	BUFFALO	NY		A 00	
	812664	1626 02	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY		A 12	97
	67574	1626 03	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY		A 24	293
	128582	1626 03	BUZZ N BEE (PRIN-SEN)	2097 SENECA ST	BUFFALO	NY		A 12	220
	128642	1626 03	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	1260-00-00	A 00	215
	357756	1626 03	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	1260-00-00	A 00	300
	396973	1626 03	PARKSIDE DRUG	975 BROADWAY ST	BUFFALO	NY		C 24	1423
GAS4100	396994	1626 03	B-KNIK MKT #66	1989 SENECA ST	BUFFALO	NY	1435-00-00	A 12	218
	397015	1626 03	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY		A 24	306
	397169	1626 03	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY		A 12	127
	397614	1626 03	JOHN'S TOBACCO	403 MAIN ST	BUFFALO	NY		A 12	80
	462442	1626 03	B & S MINI MART	1199 SENECA ST	BUFFALO	NY		A 24	370
	470390	1626 03	DAILY NEWS & NUMBERS	999 BROADWAY ST	BUFFALO	NY		A 24	276
	488478	1626 03	STADIUM MOBIL #8	3856 SOUTHWESTERN BLVD	ORCHARD PARK	NY	1260-00-00	A 00	235
	579726	1626 03	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	1260-00-00	A 00	385
	620303	1626 03	STOP N GAS #6	4878 LAKE SHORE RD	HAMBURG	NY	1260-00-00	A 00	49
	655757	1626 03	LOVEJOY FOOD & BEVER	1196 E LOVEJOY	BUFFALO	NY		A 24	278

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## SIS - VAP SCROLL LIST

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WHOLESALE: 154180 DERIGO SALES, INC

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F  
BRAND STYLES: FF / FF 100 / LT / LT 100  
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	669476	1626 03	ABBOTT CONVENIENCE	1849 ABBOTT RD	LACKAWANNA	NY		A 12	103
	683061	1626 03	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	1260-00-00	A 00	375
	719755	1626 03	SAMI EXPRESS	880 FILLMORE AVE	BUFFALO	NY		A 12	103
GAS0363	764711	1626 03	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	1260-00-00	A 00	595
GAS4101	764723	1626 03	STOP N GAS #12	6685 SOUTHWESTERN BLVD	HAMBURG	NY	1260-00-00	A 00	70
ST00166	764734	1626 03	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	1260-00-00	A 00	280
GAS4101	765363	1626 03	STOP N GAS #13	4100 SAINT FRANCIS D	HAMBURG	NY	1260-00-00	A 00	1500
YOR1225	357767	1626 06	YORKSHIRE SERV #5	12252 OLD OLEAN ROAD	YORKSHIRE	NY	1260-00-00	A 00	105
SAD9718	514559	1626 06	MACHIAS MINI MART #3	9718 OLEAN ROAD	MACHIAS	NY	1260-00-00	A 00	109
GAS4101	764775	1626 06	SADO GAS #13	GAS N GO 6889 LAKESHORE	DERBY	NY		A 00	50

Total Accounts 60

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## GHCPI8RN1610XX TEMPORARY PAYMENT DETAIL REPORT

12/09/96

ACCOUNT NUMBER: 154180      DERIGO SALES, INC  
VOUCHER NUMBER: 15335250      3780 HARLEM RD  
DATE WRITTEN: 12/09/96      BUFFALO, NY 14215  
STATUS: PAID  
AMOUNT PAID: 112.00      SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	4.00	112.00

EXPLANATION: DEC DORAL B2G1F 601794 / CAA

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